

BUFFALO DISTRICT OFFICE NEWS

DECEMBER 2011

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The SBA Buffalo District Office would like to wish everyone "Happy Holidays" and a very Happy New Year".

May the new year bring you more happiness and better business ventures!



Scan this code with your mobile device for office hours and SBA information or visit www.sba.gov/ny/buffalo

Food Truck Prevails in the City of Good Neighbors

Straight Talk Conference Provides Resources, Motivation

"The advent of the mobile food truck phenomenon across the nation awakened something in me – I wanted to be part of this." Chef Kathleen Haggerty of The Whole Hog food truck speaks about her enthusiasm in Buffalo's food truck enterprise when she talks about joining the newest craze and the hurdles she has overcome.

In 2008, Haggerty nearly severed her left-hand in a serious car accident. After months of recuperating and learning that she had lost the use of her left-hand and arm, she decided to sell her business in Seattle, The Buffalo Deli, and move back to her hometown, Buffalo, New York.

Aspiring to once again own her own business and desired to enter the food truck enterprise, Haggerty attended the U.S. Small Business Administration's [Straight Talk Conference](#).

Straight Talk, a half-day conference inspiring entrepreneurship, offers future and current entrepreneurs one-on-one business counseling, networking opportunities, education, training and the opportunity to meet area business resources.

Haggerty, an Army veteran and graduate of the Culinary

Institute of America, attended seminars – Business Assistance for Veterans, Show Me the Money, and We Did It! You Can Too! Meeting small business professionals from Buffalo State College's Small Business Development Center and the SBA Buffalo district

Talk event." said John McKeone, Business and Veteran's Advisor at the Buffalo State College SBDC.

A lot of hard work has finally paid off for Haggerty who recently opened her mobile truck enterprise in October 2011. Today, The Whole



office, she was able to prepare her business model, seek financing and open a successful mobile food truck enterprise, The Whole Hog Food Truck.

"Kathleen has not only built a viable small business in an emerging market in Buffalo, but has emerged as a real leader in the food truck mobile enterprise and catering business. Her success is directly attributable to the Straight

Hog rolls through downtown, specializes in custom catering, has a simple menu with a unique twist and supports locally owned businesses and farms. "It's a new and exciting concept, we bring food to the people, we have flexibility in our menu, and it's a great way to grow your business and meet the public." Haggerty said.

But it's her home-made, ...

Continued next page

THE WHOLE HOG FOOD TRUCK; STRAIGHT TALK CONFERENCE



need to climb the hill, and you'll get to the top."

Straight Talk 2012 will be the 16th annual presentation of this program which over the years has attracted thousands of participants. The upcoming half-day seminar will be held on Saturday, January 21, 2012. Available seminars include: "Show Me the Money", "Business Basics", "Make Yourself Credit Worthy", "Accessing Business Opportunities through SBA 8(a), DBE and MWBE Certification", "Business Assistance for Veterans", "Navigating Your Business through Taxes & Permits", "We Did It! You Can Too!" and "Marketing Your

Small Business".

I am convinced that this conference gives entrepreneurs essential tools needed to achieve small business success," said SBA Buffalo District Director Franklin Sciortino.

To learn more about Straight Talk, please visit our SBA website at www.sba.gov/ny/buffalo or call us at (716) 551-4301.

"Kathleen has not only built a viable small business in an emerging market in Buffalo, but has emerged as a real leader in the food truck mobile enterprise and catering business. Her success is directly attributable to the Straight Talk event." said John McKeone, Business and Veteran's Advisor at the Buffalo State College SBDC.

International Trade

The SBA Buffalo District Office International Trade Task Force met on Friday, December 2. The meeting was held at SPEED Global Services and was hosted by president, Carl Savarino and vice president of international trade, Michael Diati.

Committee members listened to Edward Kowalewski, Empire State Development who presented on the State Trade and Export Promotion Program (STEP).



District Staff

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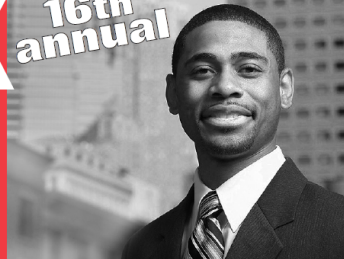
Branch Manager
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Procurement Analyst
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Specialist
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STRAIGHT TALK 2012

16th
annual



■ **Small
Business
Education**

■ **Training**

■ **Counseling**

■ **Networking**



Saturday, January 21, 2012

8:00 am – 1:00 pm

Buffalo Niagara Convention Center



Scan the QR code with your mobile phone for more info on the SBA Buffalo District Office.

Register by calling:

716-551-4301 or buffalo_do@sba.gov

STRAIGHT TALK 2012

Aspiring or existing entrepreneurs are invited to attend Straight Talk 2012 a Small Business Assistance Conference on Saturday, January 21 from 8:00 am to 1:00 pm at the Buffalo Niagara Convention Center located at 153 Franklin Street in Buffalo, New York.

Representatives from over 20 local organizations will assist small businesses and available to counsel and educate small business

owners or potential owners.

Small Business owners will attend the introductory session "Business Basics" and choose from two additional seminars throughout the day. Topics at this event include: Make Yourself Credit Worthy, Accessing Business Opportunities through SBA 8(a), DBE and MWBE Certification, Show Me the Money, Business Assistance for

Veterans, Navigating Your Business Through Taxes & Permits, We Did It! You Can Too! and Marketing Your Small Business.

Please view the attached brochure for full details.

Registration can be made by calling the SBA at (716) 551-4301

Are Your Leadership Skills Enough to Lead Your Company Through a Crisis?

Get Tips During Free Webinar Hosted by SBA and Agility Recovery Solutions

Being a small business owner also makes you the person in charge of making sure everything flows without a hitch, from product development to the safety of your employees. Yet in the midst of a crisis or in the aftermath of a disaster the plans you made to keep your business open could become lost in the shuffle of stress and chaos.

On Tuesday, December 20, Agility Recovery Solutions and the U.S. Small Business Administration will host a webinar focusing on best

practices to help those in leadership positions navigate the road to recovery. Agility president and CEO Bob Boyd will share real-world disaster recovery scenarios and engage participants in a discussion on practical strategies to develop the wisdom and skill needed to become a more resilient leader.

SBA has partnered with Agility to offer business continuity strategies via its "PrepareMyBusiness" website. Visit www.preparemybusiness.org to access past webinars and get additional preparedness tips.

The SBA provides disaster recovery assistance in the form of low-interest loans to homeowners, renters, private nonprofits and businesses of all sizes. To learn more, visit www.sba.gov/disaster.

- WHO:** Bob Boyd, President and CEO, Agility Recovery Solutions
- WHAT:** "Management Obligations during Disaster Recovery" will be presented by Boyd. A question and answer session will follow.
- WHEN:** Tuesday, December 20, 2011 – 2:00 p.m. to 3:00 p.m. EST
- HOW:** Space is limited. Register at <https://www1.gotomeeting.com/register/311203496>



From left: Ivan Tarnopoll and SCORE Chairman, Frank Uhlman

Counselor of the Year Honored

Ivan Tarnopoll, a counselor at SCORE Chapter 45 in Buffalo, N.Y., was honored December 13 as the 2011 SCORE Counselor of the Year by his fellow counselors. Mr. Tarnopoll came to counseling as a second career seven years ago, after working as a nurse home administrator. Ivan is a past SCORE Chapter Chair and currently the Chapter Administrator.

SCORE Counselors provide free business mentoring services to entrepreneurs. The

organization also presents business workshops and seminars for a fee. Business mentoring services are provided by both active and retired business executives and entrepreneurs who donate their time and expertise as mentors to assist new and established small businesses. SCORE is a resource partner with the [U.S. Small Business Administration](http://www.sba.gov).